

ORDER

**KSNV**

Orders
Order / Rev: 108053
Alt Order #: 06865534
Product Desc: PRIORTIES USA
Estimate: 1788
Flight Dates: 10/20/12 - 10/22/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Mundy-Katowitz Media, Inc.
Buying Contact:
Billing Contact:
 1322 G St. SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	5	\$8,300.00	\$7,055.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$8,300.00	\$7,055.00	0.00
Totals	5	\$8,300.00	\$7,055.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	25%	\$8,300.00
Market	100%	\$33,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$8,300.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$8,300.00
KTUD	1%	\$332.00
KVVU	19%	\$6,308.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$1,660.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/21/12	10/21/12	Wake Up Early w/ Wagners	CM	430a-5a	-----S	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S			1	\$800.00	0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/21/12	10/21/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-----S	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$800.00		0.00						
E 2	KSNV	10/22/12	10/22/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
WAKE-W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
E 3	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
NW3-SUNRS WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$2,000.00		0.00						
E 4	KSNV	10/20/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	1:00	1	\$2,700.00	1	0.00	NM	1	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$2,700.00		0.00						
E 5	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
NW3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$2,000.00		0.00						
													Totals	5	\$8,300.00